

## It's Not What You Know...

 OCTOBER 6, 2010 BY [317CONSULTING](#)  [LEAVE A COMMENT](#)



"Not so fast, my friend!"

Let's take a look at the networking you *could* be doing, and figure out which networking *should* be useful in boosting your business:

- Business Mixers - these are typically sponsored by chambers of commerce or 'lead' groups (like BNI, LeTip, or TEAM Referral Network), and depending on the products/services you offer, these can be fantastic opportunities to meet people who are hungry to grow their business. Get to know these groups, and your networking personality. Some events are just small cliques of folks who have found another excuse to go to happy hour together and call it 'business' yet have no intent on buying or selling anything to anyone there.



- Trade Shows – Larger in scope, trade shows are often held at convention centers or larger venues where hundreds or thousands of your TOP prospects can gather. These events are enormously involved and potentially expensive for the exhibitors. The key is to make sure the people attending or exhibiting are a good potential match for the kinds of people/companies who would/will do business with you. Too often, I hear that a trade show was a waste of time, only to find out the event was for educators and the guy I was speaking to is in the auto industry...

- Lines – at the grocery store, mall, [Chick-Fil-A](#), airport, or anywhere else you find yourself with a couple minutes to spare. You already have a common denominator – whatever that establishment sells has brought you both there for something that is important enough to you that you'll wait in a line to pay for it – so take advantage and strike up a conversation. People freak out when I ask them to do this, but once you get past the initial discomfort and realize you're really just being friendly, it gets a lot easier. Pretend you're in a small town somewhere and just asking how the kids are doing in school (your kids' events are also a great place to meet people – just don't try to close any business on the soccer field).



- Coffee shops! In almost every coffee shop I've visited, a student is studying, a sales rep is working hard at their laptop, there's small groups of [Arbonne teams](#) meeting, Bible Studies are happening, moms are taking a break before heading home to clean house, etc. There's an enormous variety of people, some of whom might just be your perfect customer or supplier. Take a look, and again: be friendly!

Ultimately, anywhere you happen to be can become a networking opportunity. Some of the best deals I've done are because I met someone who knew someone, and they were willing to make a connection. I'll be sharing soon about how to start that conversation and build a relationship so that there is, down the road, an opportunity to do business together.

Till next time – happy selling!

 FILED UNDER [SALES](#)

### ✚ Sales Strategies

[October 2010](#)

[September 2010](#)

[August 2010](#)

[June 2010](#)

[May 2010](#)

[March 2010](#)

[February 2010](#)

[January 2010](#)

[December 2009](#)

[November 2009](#)

[October 2009](#)

### ✚ Pages

[About 3:17 Consulting Services](#)

[M2 Health](#)

[Services](#)

[Victory Coaching Program](#)

# Is Anybody Out There?

 SEPTEMBER 30, 2010 BY [317CONSULTING](#)  [LEAVE A COMMENT](#)

Who's reading this? If you're engaged in the social media/viral marketing world, how do you get more people to see and share your stuff? Isn't that the ultimate goal for posting these things? And if no one's reading them, sharing them, and benefiting from them, why are you doing it?

Some of the bigger names in the blogging world suggest simple, short, hard-hitting messages, and others say that even the 'Seinfeld' approach (what, a blog about nothing? believe me – they're out there!) works. They suggest getting in front of your customers or intended audience with a regularity that gives folks something to look forward to.

So, for the record, you may on occasion see things from me are essentially about nothing... but perhaps if you think about it differently, it's all about relaxing, refreshing, or better yet: refocusing our purpose. Or, as Napoleon Hill said "THINK and Grow Rich".

Here's a quote that struck me today – I'd love to get your take on it:

"Blessed is the man who, having nothing to say, abstains from giving us wordy evidence of the fact. " George Eliot

Have an awesome day!

 FILED UNDER [SALES STRATEGIES](#)

## Keeping your Commitments

 SEPTEMBER 13, 2010 BY [317CONSULTING](#)  [LEAVE A COMMENT](#)

Building trust with your customers requires you to "Do what you say... say what you mean!" Jesus said "simply let your Yes be Yes and your No be No!" (Matthew 5:37). While this can be interpreted as Don't Lie, or abide by the Mary Poppins rule "I never explain anything", I'm gonna tackle this in regards to saying what we mean.

Setting expectations with customers can be difficult, but if we consider that "words mean things", we have to set those expectations with care and consideration. Consider Chewbacca: only Hans Solo can understand him. So, if we want every customer to understand us, we must speak with clarity, confidence, and trust.



Let me give you an example. Let's say I walk into a restaurant, and the hostess seats me and says that my waitress will be right with me. 10 minutes goes by, and I finally get the attention of someone who says he'll be right with me. A few more minutes goes by, and someone asks if I've ordered and then tells me to order up at the counter. OK: I'm confused, and I'm not coming back. Sounds silly doesn't it? Unfortunately it happened to me at a small restaurant not too long ago... and I haven't been back.

Or, another fine dining experience, I was out to lunch with a strategic partner. I ordered a salad and inquired what dressings they had. The waitress snapped "Everything... what do you want?" Wow – if only my brain had been in a rambunctious mode I could have concocted some Russian Cucumber Vinagrette dressing response. So, I opted for the Light Italian on the side. But: do they really have "everything"? Would she have been able to deliver my Russian Cucumber Vinagrette, or would I have been disappointed?



Now, I admit: I expect a high level of customer service. But, I'm also praising Anthony, the new server at [Mama Fu's Cedar Park](#), for the amazing job he did with a custom order (no mushrooms) that needed to be re-done, and then helping with the [Groupon](#) discount too. Which is something he said he'd do, and did not forget. We'll see you soon Anthony!

Your clients will remember where you did, or did not, keep your commitments. Ensuring that your message is consistent from ads & marketing, to networking, to every point of the sales relationship – each connection they have with your company... each is a mini-commitment that will make or break a relationship.

## So, here's 3 Key Tips to Keeping your Commitments:

**1. Do what you Say.** If you CANNOT deliver, there better be a darn good reason that is truly out of your control. This

may at times mean a hit to your profitability for that project as you pay for expedited shipping or a higher-level engineer to tackle the problem, but Keep your Commitment you made.

2. **Set Expectations.** Gone are the days of “saying whatever the customer wants to hear”. We have evolved into more savvy consumers, and understand what can and cannot happen. Telling the Ferrari sales person that I need it to fly, float, and look like an H2Hummer is a bit unrealistic, and if he says “yes ma’am, it will do all that plus cook your eggs at precisely 5:03am”, I’m running to a galaxy far far away (where it might be possible).

3. **Sweat the Small Stuff.** Even though it may seem like no big deal to be 5 minutes late to the meeting, it IS! Most people understand that “traffic happens”, as does Hail, snow, flooding, earthquakes, etc. etc. But, it better be a 10-car pile-up and not just a red-light that makes you late. A good check to see how the “Small Stuff” is adding up is: how many times have you said “I’m sorry for....” to each client, or in a particular day or week? If you find yourself starting off an email with “I’m sorry for the delay in getting this to you”, you already know they’ve been let down and need to work on re-building their trust ASAP by sweating the small stuff.

Let your Yes be Yes! And let your clients say YES! more often... next time: Building Trust by Building Rapport

#### Introducing: VICTORY PARTNERS



As you know... 3:17 Consulting does sales training & Coaching. we help sales people and small business owners EXCEED their goals. Consider our new Victory Coaching Program – 30 minutes every week with someone who is truly concerned about your success! [Click here for more details](#)

 FILED UNDER [SALES](#)

## What to read – and how to use it?

 SEPTEMBER 1, 2010 BY [317CONSULTING](#)  [LEAVE A COMMENT](#)

While Kerry is focusing on TRUST, I've been getting asked more questions about business books lately than I can ever remember. This tells me a couple things:

- People are thirsty for knowledge
  - What's the latest trend/topic I should be paying attention to?
  - What book has some element of the answer to my burning questions?
  - Are there other forums for me to find the information I'm looking for?
- Business books are an elusive animal
  - There are SO MANY, it can be absolutely daunting to figure out which to buy/read
  - “The last few I've read haven't really answered any questions, and are now taking up space on my shelves...” or something to this effect

“Success is out there, and I'm looking for the magic formula that will help me to capture my little piece of it” was the lament of a recent workshop attendee. She was still at the site 40 minutes after everyone else had gone, asking great questions about how she could build a successful business. Her one recurring question had been about business books, and she finally pinned me down to ask which she should invest the time, money and effort to read. Here's a short list of the books that have had the biggest influence on my approach to being an entrepreneur:

- *The E-Myth Revisited* by Michael Gerber
- *The World is Flat* by Thomas Friedman
- *Good to Great* by Jim Collins
- *The Tipping Point* by Malcolm Gladwell
- *Loving Monday* by John Beckett
- *Purple Cow* by Seth Godin

Each of these offers stories about how to succeed, and a few tips about the skills or disciplines that went into the stories. Ultimately, because every one of your circumstances is so radically different, your challenge will be to determine which skills/disciplines are relevant to your business, and how best to apply them.

Much of this comes to accepting the fact that we need help, and we need to make some changes. John Wooden said it best: “Failure is not fatal, but failure to change might be.” The change you need just might be to allow outsourced experts into your business. Give it a shot, and let me know how it works out!

## Trust & Testimonials

 AUGUST 28, 2010 BY [317CONSULTING](#)  [LEAVE A COMMENT](#)

It's been an exciting week for 3:17 Consulting, presenting at various different venues on Sales & Sales Management topics.

But, one subject kept coming up: How do I get my clients to trust me? To which I responded: testimonials is one key way to build trust. There's many other things that matter as well: keeping your commitments (calling & emailing on time), asking & answering questions the right way, and of course – showing that you know your products/services and “What's In It For THAT Special Customer”.

I'll be writing the next few entries on these “trust builders”, and I look forward to sharing it all with you!

Today, I'll focus on Testimonials, and a couple of key ways to get them.

FACEBOOK: If your client has gotten value from your service, ask them to tell the world immediately via your Facebook Fan Page. [At over 500mm users](#), there's a good chance your customers are on Facebook, so ask them to spend 20-30 seconds saying “Thanks for.....” in their own words. By the way, it could be GREAT publicity for them as well!

“Can I quote you on that?” Ask your customer if you could put it in writing, email it to them for review, and request an email back as confirmation of this testimonial. Keep in mind you might want to forward it along to a future customer. With their approval you can also post this on your website, blog, facebook fan page, and more.

Create a feedback form on your website – asking them to leave their comments. The webs.com service makes this very easy, and most web administrators can handle this pretty easily.

Letter on Letterhead. Although electronic forms are great, you might still want the customer to put it in writing on their own letterhead. This will serve as a keepsake, as part of your marketing materials, and is not easily manipulated – which builds additional trust with your future customers.

Testimonials can be a couple of words or sentences, or they can be pages and pages of raving fan materials. It depends largely on the customer and their writing style. Allow it to be “free form” as they say as much as they want about your awesomeness! catch you again soon with “Keeping your Commitments”.

 FILED UNDER [SALES STRATEGIES](#)

## June Momentum

 JUNE 17, 2010 BY [317CONSULTING](#)  [LEAVE A COMMENT](#)

We've recently been asked “how do I keep my business HOT during the summer months?” Here's some specific ideas that could help you with various different customers.



1. Education - School's out for kids & teachers, but many admin/executive decision makers work year-round. Many districts have “use it or lose it” budgets, that they must spend by June 30. This could help some “last-minute deals”, happen... IF you've positioned yourself as the “go-to” person (see our Sales Love from February). July 1 marks a new fiscal year, and potential new spending dollars. Get creative on WHEN the money is due, and understand specifically what the customer needs to count the purchase order in the right fiscal year.

2. Government: September 30 is the year-end date for many agencies, and similar to Education, their budget cycles dictate some of their spending patterns. Close the deal early by providing some new great incentives that will NOT be available in August... people get tired of the “act now”, and then seeing the same promo next month. Come up with something creative: add in a year of support on technology; throw in a free upgrade on that police car; or give them a delayed financing option that meets their budget cycle. Carefully comply with each agency's special procurement requirements, but make it well worth their dollar. Get out ahead of the competition with some powerful incentives, and don't let the agency's spending cycle predict yours.



3. Consumers. When School's out for the kids, mom & dad (and the rest of the family) sometimes hit



the road, air, or beach! Whether they're visiting family or escaping *from* them (just kidding!), if your products and services are consumer driven, you may be slowing down as the summer heats up. So, a couple things to try: give an extra incentive to get your clients to move forward today, such as offering a gift card for something they enjoy – Restaurant.com, hotel stay, kayaking, etc. Partner up with a local "entertainment" place, such as Scandia or Knott's, and see if you can get some tickets or discounts to give to your clients – great exposure for them, and a wonderful gift for your client.

4. Small Business - Yes, many people are going to head South for the Summer. Extended Vacation is a key benefit of owning your own business, **IF** you've planned ahead. SO: with your clients preparing for vacation, on vacation, and then catching up from vacation, how do YOU keep your revenues up? Create urgency & make it very **EASY** for the client to do business with you. Understand what is most important to them in doing business with you, and hone in on it in every conversation.

Would they like to return from vacation with their fresh, new multi-functioning copier you've installed while they were gone?

Can you add a short-term international travel plan to their medical insurance, before meet the pirates on the Caribbean sea?

If your solution requires some legwork on your part after their signing (such as equipment financing, insurance, etc.) you could be working on it while they are exploring the Great Barrier Reef. Make sure you get a few alternative contacts who can answer the questions that may come up while your customer's out.



5. Big Business – A critical factor to not letting vacations & holidays "Derail your Sale" is to know several key people in the organization. If you're working with the CxO, chances are good your solution will impact more than just them. So, find out who else you can talk to during their absence, who else can you start copying on information, who else WILL be involved in their ultimate decision.

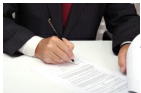


What does your specific customer Need?? ASK THEM!!

**A couple of ways to find out "Whats in it for Them?" (WIIFT):**

- If I could do something to make this project happen faster for you, what would it need to be?
- I'd really like to start (saving or making) you money through our system/services very soon... what is standing in our way from making that happen?
- Provide a NEW case study or reference for them to contact. I'd bet they don't want to be left behind! And, chances are good that the new client will be HAPPY to share why they are LOVING you – it's a big stroke on their ego too (they made a great decision!)
- Provide another compelling reason to work with you - if you've covered your "top 10" benefits, do you have #11? Or, ask them again what's the #1 thing they want you to do for them? Put on the "Problem Solver Hat", and move forward, not backward.

In April we wrote about CRM. Use a good Customer Relationship Management program (manual, PC-based, or hosted online) to make sure you stay on task with each step of your sales cycle. If you're not sure which CRM to use, call us. We have seen several CRM systems being used, and can provide resources for you to contact or even help you customize one to work for your business.



#### **REAL STORY on MAKING IT EASY:**

Recently I switched my auto insurance. The new agency impressed me with their follow-up, and the value is better than what I had. BUT: I had an appointment, and they indicated they would have everything ready and make it very easy for me when I came in to sign.

It took over an hour, as they printed, made changes, re-printed, etc. That made me 5-minutes late for my next appointment (a con-call) – and that's just unacceptable to me. They've since asked for my home insurance policy (a very smart up-sell move!) but I'm hesitant, due to the signing experience. Everything else was GREAT! 5-stars.

Thumbs up!

Bottomline: I was impressed. Until that fatal moment.

BUT, We all have room for improvement. Where's your weak point? Lead generation/Initiating Contact, Follow up, Signing/Ordering Process, Delivery, and Ongoing Relationships... Every point of doing business with your customer is critical to the Referral Process for your business.



Watch this YouTube Video. Ever failed in a sales situation before? Ready to get back up? Can you make your sales look THIS easy? If you need help putting every tactical & strategic component of your sales game together, contact [Kerry@317consulting.com](mailto:Kerry@317consulting.com) today. From Lead Generation to Closing with Confidence, we can help you EXCEED your sales goals!

**Customer Success, this month:** Brad has been working with a Insurance Sales Professional for about a month. When they first met, “K” was having a hard time setting appointments. He

had 3 in 1 week, 1 the next... since starting to work with him, K has since set no less than 12 appointments per week. WHY? A little fine-tuning, and a lot of accountability. Calls & Appointments by themselves mean very little. But, K is on target to exceed by 3 his quarterly goal. Now that... is worth celebrating!

3:17 Consulting Services wants to write about YOU! In February we posted a request to give you some free publicity. Our mailing list has doubled since January. We've had several colleagues & clients provide some details on their business, and we'd love to promote your business through our monthly Sales Revival Strategies. Send us something fun & creative, and we'll get it included... soon!

---

 FILED UNDER [SALES STRATEGIES](#)

---

## MAY FLOWERS

 MAY 18, 2010 BY [317CONSULTING](#)  [LEAVE A COMMENT](#)

Over the past couple months, we've been sending you information about planting seeds in the form of improving communication skills and using Customer Relationship Management (CRM) applications to track your activity. It's time to start enjoying some of the fruits of this labor.

This means earning the permission from your customer to take whatever the next step might be in your sales process; and this means trust. But once you've actually gained the trust of your prospective customer, you have to make sure weeds don't overtake the garden you've been planting. How do you ensure that all the hard work you've put into bulding a pipeline, establishing a relationship, and working hard to build credibility aren't all for naught?

It comes to this: top-of-mind awareness (TOMA). This is what you're working for – when that prospective customer needs or wants the products/services you have, you must be the one that comes to mind *first*. In turn, then, you must endeavor to get in touch and stay in touch with the right prospects with the right message in the right time frames in order to ensure this TOMA.

For TOMA to occur, you have to have a plan, and (as we mentioned in last month's newsletter) the discipline to execute on that plan. The internet can be one of your best friends in this process. There are powerful email services that help you send bulk messages to announce new products/services, events, or to touch with a customer to find out what might have changed since your last contact. Each of these (and many more) are opportunities to build and maintain TOMA – no excuses!

For help with these email services, there are companies that specialize in this form of marketing. Indeed, 3:17 Consulting has several partners who are gurus in this area – let us know if we can help you find the one with the right fit for your needs.

---

 FILED UNDER [SALES STRATEGIES](#)

---

## Connect Marketing and Sales Teams for a Stronger Link to Success

 MARCH 16, 2010 BY [317CONSULTING](#)  [2 COMMENTS](#)

PARTNER POST – Linda Carlberg, BrandLand Marketing

Today's economic challenges have caused all businesses to rethink their strategies – especially in marketing and sales. Take a fresh look at the basics to examine where improvements can be made.

Start by answering these key questions:

1. Does our company brand image reflect who we are today? Is it outdated? Weak? Too limited?
2. When was the last time (if ever) our Marketing and Sales Teams had an open discussion about working together to create more effective, on-target tools?



3. Have we adapted our marketing message and sales strategies for today's buyer?

4. Are we the preferred choice in our market space? If not, do we have a plan to get there? Who is leading this important mission?

This is a simplified list, but it illustrates the building blocks needed for a solid foundation. Get started by bringing your Marketing and Sales teams together in regular sessions to increase their communication. When both sides have a voice in what is needed to produce results, everyone is equally vested in success. In these interactive meetings, listen for differing viewpoints to learn where the disconnects and agreements are.

Ask the Sales Team what they need in their "toolkit" to close more business. What do they believe is missing or in need of improvement? What factors can they clarify from the perspective of the "front line?" Brainstorm about possibilities and solutions.

Next, audit the current brand image, literature, campaigns, website, etc. Do they match the Sales Team's input? Ask the Marketing Team to revisit the brand image and message, if necessary, and set new standards. Using the brainstorming session input, have them also build sample advertising project layouts for the group's feedback. After any adjustments, finally build the materials for implementation.

You have choices to make, standing at whatever particular crossroads you face today. The future lies before you – which direction will your business take? In a changing marketplace, opportunities may be different, but they still exist in great number.

---

BrandLand Marketing and 317 Consulting have teamed up to help businesses increase their sales by learning and applying effective principles from both perspectives. We invite you to our seminar series called Branding, Marketing and Sales Strategies Jump Start for Manufacturers. Find more information and the online registration form [here](#).

---

To contact Linda Carlberg, Owner / Creative Director:  
Call: (951) 493-6712  
Email: [Linda@BrandLandMarketing.com](mailto:Linda@BrandLandMarketing.com)  
Visit: [www.BrandLandMarketing.com](http://www.BrandLandMarketing.com)

---

 FILED UNDER [SALES STRATEGIES](#)

---

## Sales Discipline – Art or Science?

---

 MARCH 16, 2010 BY [317CONSULTING](#)  [LEAVE A COMMENT](#)

The term discipline is often applied to the way we raise our kids, and as it applies to our daily struggles with 'self-control'. But what if we applied it to our business – and more specifically, to sales?

Some experts argue whether selling is an art or science. I claim that it's neither. It is, and forever shall be, a discipline that is executed using art (selling skills) and science (sales process). The equation of discipline looks like this: dedicated application day after day, week after week, equals results.

Sound monotonous? It should sound like success. Single-minded focus (not monotony) is an important attribute of a proven system that works and is successfully applied time & again. To avoid becoming perfunctory, your system requires the "art" of providing exceptional quality service with a smile, your unique personality, and a custom-tailored approach (the 'science') for each client.

In studying the most successful salespeople, one trait among them has become more and more clear: the best sales people are also the most disciplined. Books, tapes, and seminars all hint at this characteristic, but don't come right out and call it 'discipline'; they use words like 'dedication', 'drive', and 'type-A personality'. What it really comes to is a focused determination, a DISCIPLINE, to achieve – indeed, to exceed – goals. Jim Rohn, inspirational guru, said "Discipline is the Bridge Between Goals and Accomplishments."

Dedicated application – which comes only through discipline – is the key to success. We can say we understand sales process, but do we actually carry out our process with the daily discipline it requires? We can be the most skilled presenter and closer, but without the discipline to deliver the message consistently and accurately, success could be thwarted.

Here's how to more completely apply yourself to the **discipline** of sales:

- Learn and apply a specific sales process. The same sales process will not work for everyone. Industries, personalities, preferences for technology vs. hand-written are different. Each requires a variation on the sales discipline theme. What works best for you?
- Build selling skills. This can be done in many ways, but the most beneficial methods I've found are:
  - o Find a mentor or coach – someone who has 'been there & done that' and can act as a confidante, encourager, and accountability partner
  - o Do a personal SWOT Analysis – Find out your personal & company's Strengths, Weaknesses, Opportunities & Threats. "Where does it hurt and how do we fix it?"
  - o Peak Performance Time – Understand when you're at your best. For example, if you're a morning person, should you attend the early-morning networking breakfast (e.g. Good Morning Corona) or go to evening events; realize that it's up to you to determine what activities done at which times will yield the highest payoffs.
  - o Read books – Visit the library, borrow one from a friend, or visit [www.SalesBooks.com](http://www.SalesBooks.com) for some great books from top-selling authors and industry-leading experts. Challenge yourself. Read different kinds of books, and grow.
  - o Attend seminars – online, tele-seminars, live events, etc. are available almost every day. Find topics that help you strengthen areas where you feel you could/should be stronger.

As you search for a sales process that works, understand that you will discover for yourself, perhaps through trial and error, a process that works. The elements of the process may be similar to those of others, but the dedicated application is the key to success.

Stuck? Look for new ideas. Chamber Events, SCORE Counseling Sessions, public seminars from folks like Zig Ziglar, are all wonderful for motivation, direction, and information. Take that information, spice it up with your personality & preferences, and you'll discover how the key required ingredients of Science, Art, and Discipline of Sales will help you improve your performance, confidence, and earnings.

3:17 Consulting Services provides valuable sales training and proven sales resources to help sales teams and companies increase sales and improve profitability. Contact: [brad@317consulting.com](mailto:brad@317consulting.com) or [kerry@317consulting.com](mailto:kerry@317consulting.com)

---

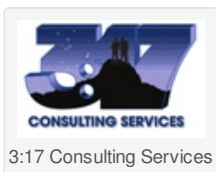
 FILED UNDER [SALES STRATEGIES](#)

---

## Sales love... Letting clients know they are appreciated

---

 FEBRUARY 11, 2010 BY [317CONSULTING](#)  1 COMMENT



Passion. A pursuit of the heart that yields the relationship results we all seem to long for: love, a sense of security from knowing we're not alone, and a feeling of fulfillment. February and Valentine's Day are great reminders for Passion.

Our customers are looking for these same things: a sense that they're loved, not alone, and fulfilled by the vendors who have promised to take care of them. So how do we make sure our customers are feeling the love?

The key is communication. Talk with your customers – **OVER**-communicate, and leave no doubt in their minds that their business is important to you. And, Listen. Listen to what your customer tells you is important to them. Listen to understand their needs – have they changed since the relationship began? since your last contact? since this morning's RSS Feeds, tweets, and headlines? What can & should you do better to help them adjust their business to those changes?

Your competition is looking for any opening they can find to take that business away from you. They're making promises, offering deals, and generally pulling out all the stops to gain market share by any means necessary.

Your best defense is a good offense: be proactive about delivering on your promises of value. Just like when you were wooing your significant other, go back to those days of trying to impress him or her, to the all out effort you expended to make sure they knew that you cared deeply about their business, that it wasn't a ploy to sign a deal, but a genuine desire to care for them in a way that no other vendor could – or would.

You've likely heard the statistics that it costs five times more to **find** a new customer than to **keep** an existing one. In



today's economy, those numbers are closer (according to Harvard Press) to 10x. Never before has it been as important to keep our existing base of happy customers, and never before has it been as difficult to do so. Spend the time, energy and effort it takes to cultivate deeper and more genuine relationships with your customers. This effort will pay off big in the long run, and won't hurt for the short term either.

AND... if you'd like some help with anything related to "showing the love" or other sales strategies, contact 3:17 Consulting Services. We can't play the game for you, but as sales coaches we can help you play the game better. We look forward to hearing from you, and helping you set record-breaking sales goals this year. At 3:17 Consulting Services, our goal is to help you **exceed** yours!

---

 FILED UNDER [SALES STRATEGIES](#)

[← Older posts](#)

---

Blog at WordPress.com.

Theme: Enterprise by **StudioPress**.